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RADIO IS...



A PUBLICATION OF THE
NATIONAL ASSOCIATION OF BROADCASTERS

Radio Is...

**A directory of practically everything
you would ever want to know about
radio's demographics, listeners,
marketing, history, and other
assorted facts.**



Compiled by the NAB Radio Department

Radio Is...

The NAB Radio Department staff has put together this booklet of radio facts and figures so that the next time your newest employee asks how many "cumes" your station has, or your daughter wants you to tell her how many radio stations there are in the U.S., or the boss is giving a speech and wants you to find out when the Weather Bureau hired Reginald Fessenden to test the "wireless," you will have the answer. We think every radio industry employee should read *Radio Is*. Hope you enjoy it.

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A History Of Radio

- 1895** • Guglielmo Marconi sends wireless messages on family estate.
- 1899** • Marconi forms American Marconi and demonstrates radio for army and navy.
- 1900** • Weather Bureau employs Reginald Fessenden to test use of wireless.
- 1901** • Marconi spans Atlantic Ocean with the letter "S" in Morse Code.
- 1904** • DeForest demonstrates wireless at St. Louis World's Fair.
- 1907** • DeForest Radio Telephone Company begins broadcasts in New York.
- 1912** • Broadcasting licenses required by new law.
- 1913** • Edwin H. Armstrong develops feedback circuit.
- 1916** • DeForest broadcasts music and election returns in New York.
 - David Sarnoff urges American Marconi to market a radio music box.
- 1918** • Navy seeks permanent control of radio in United States; rebuffed by Congress.
- 1920** • Amateur stations start broadcasting in many parts of United States.
- 1922** • More than 500 broadcast stations licensed during the year.
 - First Washington Radio Conference.
 - ASCAP demands royalties from radio stations for use of music.

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- 1922** • NAB formed
- 1923** • Federal Trade Commission starts radio-monopoly investigation.
• Opening of Congress broadcast for first time.
- 1924** • Broadcasts of political conventions spur radio set sales.
- 1925** • Department of Commerce halts licensing, permits station sales. A traffic in licenses develops.
• Sales of radio time becomes popular.
- 1927** • Radio Act of 1927 is passed. Federal Radio Commission is subsequently formed.
- 1930** • Collapse of vaudeville brings radio vaudeville era.
- 1933** • Banking crisis leads to first *Fireside Chat*.
• Edwin Armstrong demonstrates FM for RCA executives.
- 1934** • Proposal to reserve 25 percent of broadcast channels for education (Wagner-Hatfield Bill) is defeated.
• Communications Act of 1934 is passed.
- 1935** • Armstrong demonstrates FM for press.
• Federal Radio Education Committee is formed.
- 1938** • FCC starts study of chain broadcasting.
- 1939** • Armstrong completes FM station in Alpine, New Jersey.
- 1941** • Mayflower decision bars editorializing by licensees.
- 1942** • Voluntary censorship system established.
• Manufacture of radio receivers halted due to war.
• United States takes over short-wave stations.
• Armed Forces Radio Service formed.
• Advertising costs ruled tax-deductible.
- 1943** • U.S. Supreme Court upholds chain rules.
- 1944** • Disc jockey programming becomes popular.
- 1945** • FCC moves FM "upstairs" in radio spectrum.
• Radio set manufacture begins again.
- 1946** • Tape recorders bring changes in programming and production.
- 1948** • 33 $\frac{1}{3}$ and 45 rpm records become popular.
- 1952** • Amendments to Communications Act of 1934.
• FCC lifts "freeze" and processes license applications.
-

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- 1955** • SCAs allowed on FM band.
- 1961** • FM stereo authorized by FCC.
- 1979** • "Seven-dirty-words" case decided.
• World Administrative Radio Conference in Geneva, Switzerland, allocates spectrum worldwide and expands available AM band from 1650 kHz to 1705 kHz.
- 1981** • U.S. Supreme Court upholds FCC decision to not interfere with radio stations' program format decisions.
• FCC adopts Radio Deregulation Decision.
• FCC implements Postcard Renewal System for commercial radio stations.
• Congress extends broadcast license terms for radio stations to 7 years.
- 1982** • AM Stereo authorized, with a national standard left up to the marketplace.
-

Glossary Of Terms

AUDIENCE A group of households, or a group of individuals, that is counted in a radio audience according to any one of several alternative criteria.

AVERAGE A statistical quantity. There are several kinds of averages, but unless otherwise noted, this term is to be taken to refer to an arithmetic mean.

CIRCULATION AREA Conceptually, a geographic area within which a radio station actually obtains audiences.

COST PER THOUSAND The ratio of the cost of a radio, television, or print advertisement (in dollars) to a number of households (in thousands) or to a number of individuals (in thousands) estimated to be in the audience at the time the advertisement is broadcast.

COVERAGE Conceptually, the number of households or individuals, regardless of where located, that are able to receive a given radio station, or group of stations.

COVERAGE AREA Conceptually, a geographic area within which a radio station can be received.

CUME Short for "cumulative audience." For example, a four-week cume represents the cumulative audience for a network, a station, a group of stations, or a program over a period of four weeks.

DEMOGRAPHIC CHARACTERISTICS As used in broadcast research, a broad term that refers to the various social and economic characteristics of a group of households, or a group of individuals.

GROSS AUDIENCE A term that refers to the gross total of the number of households or individuals counted in radio audiences during two or more time periods. Thus, if a household or an individual appears in audiences during two or more periods, that household or individual is counted two or more times in computing the gross audience total.

GROSS RATINGS POINT The simple total of radio ratings during two or more time periods, or for two or more programs. Normally this sum should be taken only of ratings with the same base.

INDIVIDUALS REACHED The number of individuals that are estimated to be in the audience of a radio network, station, or program during a specified period of time, regardless of where located.

MEDIAN A statistical quantity that is sometimes used as an average, or central value, in broadcast research and marketing.

METRO RATING A rating computed for the households or the individuals in a well-defined metropolitan (metro) area.

METRO SHARE A share, or share of audience percentage, computed for a well-defined metropolitan (metro) area.

NET RATING POINTS A relative measure of cumulative audience. The base for this percentage is either a specified group of radio households, or individuals residing in a specified area.

QUARTER-HOUR RATING A proportion of people who listen to a radio station for five minutes or more during a given quarter-hour period.

RATING The size of a radio audience expressed in relative or percentage terms. A rating represents a percentage of some base. This base must always be stated explicitly. The base may be a number of households, or a number of individuals, but in any case a rating shows the percentage of this number that is estimated to be in a radio audience.

REACH The number of households, or individuals, that are estimated to be in the audience of a given radio program or group of programs, at least once over a specified period of time.

SETS-IN-USE RATING A term that should be used only to mean the percentage of some specified group of radio sets that are being used during that period of time.

SHARE OF AUDIENCE Generally, the percentage of the aggregate radio audience in some specified area at some specified time that is in the audience of a given network, station, or program. Frequently referred to simply as "share."

STATION RATING Any rating calculated for a radio station. Because there are several different types of rating, there are several different types of station rating. In general, however, this kind of rating shows the percentage of radio households, or the percentage of a group of individuals among those in a specified area, that is estimated to be in a station's audience over a specified time.

TUNE-OUT FACTOR A programming incident (musical cut, advertisement, etc.) which prompts listeners to tune out a particular station and tune in another.

TIME PERIOD RATING Any rating calculated for a specified period of time, such as a particular 15-minute or 30-minute interval, rather than for a specific network station or program.

TOTAL AUDIENCE RATING A type of rating computed for some specified interval of time, such as for the length of a radio program or for a 15- or 30-minute period.

TURNOVER The ratio of a cumulative audience over several periods of time (e.g. four weeks) to the average audience per period of time (e.g. per week). This ratio serves as an indication of the relative frequency with which the audience of a program, or of a station, changes over a period of time. The greater the turnover in audience, the higher is the ratio.

Acronyms

AAAA	American Association of Advertising Agencies
AAF	American Advertising Federation Inc.
ABA	American Bar Association
ABES	Association for Broadcast Engineering Standards
ADI	Area of Dominant Influence
AFCCE	Association of Federal Communications Consulting Engineers
AFTRA	American Federation of Television and Radio Artists
AIM	Accuracy In Media
ANA	Association of National Advertisers
ANPA	American Newspaper Publishers Association
ASCAP	American Society of Composers, Authors, and Publishers
AWRT	American Women in Radio and Television
BEA	Broadcast Education Association
BFM	Broadcast Financial Management Association

BIAC	Broadcast Interassociation Council
BIB	Board for International Broadcasting
BICIAP	Broadcasting Industry Council to Improve American Productivity
BMI	Broadcast Music, Inc.
BPA	Broadcast Promotion Association
BRC	Broadcast Rating Council (see EMRC)
BROADCASTCAP	Broadcast Capital Fund, Inc.
CAB	Canadian Association of Broadcasters
CBA	Community Broadcasters Association
CCC	Citizens Communications Center
CCBS	Clear Channel Broadcasting Service
CIRT	La Camara Nacional de la Industria de Radio y Television (Mexican Association of Broadcasters)
CPB	Corporation for Public Broadcasting
CRT	Copyright Royalty Tribunal
CRTC	Canadian Radio/TV and Telecommunications Commission
CWA	Communication Workers of America
DBA	Daytime Broadcasters Association
DBS	Direct Broadcast Satellite
DMA	Designated Market Area
EBS	Emergency Broadcast System
EIA	Electronic Industries Association
EMRC	Electronic Media Rating Council
ERISA	Employment Retirement Income Security Act
FBA	Federal Bar Association
FCBA	Federal Communications Bar Association
FCC	Federal Communications Commission
FEC	Federal Election Commission
FOIA	Freedom Of Information Act
FTC	Federal Trade Commission
IAAB	Inter-American Association of Broadcasters
IATSE	International Alliance of Theatrical Stage Employees
IBEW	International Brotherhood of Electrical Workers
IEEE	Institute of Electrical and Electronics Engineers
IFRB	International Frequency Registration Board

IRAC	Interdepartmental Radio Advisory Committee
IRTS	International Radio and Television Society, Inc.
ITU	International Telecommunication Union
LPTV	Low Power Television
MAP	Media Access Project
MDS	Multipoint Distribution Service
MPAA	Motion Picture Association of America
NAB	National Association of Broadcasters
NABET	National Association of Broadcast Employees and Technicians
NABOB	National Association of Black-Owned Broadcasters
NASB	National Association of Spanish Broadcasters
NARBA	North American Radio Broadcasting Agreement
NBMC	National Black Media Coalition
NCCB	National Citizens Committee for Broadcasting
NCTA	National Cable Television Association
NIAC	National Industry Advisory Committee
NNA	National Newspaper Association
NOI	Notice Of Inquiry
NPR	National Public Radio
NRB	National Religious Broadcasters
NRBA	National Radio Broadcasters Association
NSI	Nielson Station Index
NTA	National Translator Association
OMB	Office of Management and Budget
OPP	FCC Office of Plans and Policy
OSHA	Occupational Safety and Health Administration
PBS	Public Broadcasting Service
RAB	Radio Advertising Bureau
RTNDA	Radio and Television News Directors Association
SAG	Screen Actors Guild
SBA	Small Business Administration
SCA	Subsidiary Communication Authorization
SDX	Sigma Delta Chi
SESAC	Society of European Stage Authors and Composers

SIN	Spanish International Network
SMATV	Satellite Master Antenna Television
SMPT	Society of Motion Picture and Television Engineers
SMSA	Standard Metropolitan Statistical Area
SRA	Station Representatives Association, Inc.
STA	Special Temporary Authority
STL	Studio-to-Transmitter Link
TARPAC	Television And Radio Political Action Committee
TARPEC	Television And Radio Political Education Committee
VOA	Voice Of America
WARC	World Administration Radio Conference

**Average commercial radio
station employment**

Total Station Employment	Full-time	Part-time
Technical	1	1
Programming	7	3
News	2	0
Sales	5	0
Administration	3	1
Total	18	5

**Nationwide commercial radio
station employment**

Year	Network	Station	Total
1960	1,201	51,788	52,989
1970	1,102	69,946	71,048
1980	1,008	96,962	97,970

A few facts about radio.

- There are over 78,000,000 radio households in the United States today.
- Almost every household (99%) has at least one working radio.
- The average American household has more than 5 working radio sets.
- Almost 3 out of 4 (72%) of all households have 4 or more radio sets.
- Almost every car (95%) is equipped with a radio.
- Radio's cumulative audience reach (persons 12+) is 83% in a day, 96% in a week.
- The average adult 18+ spends 3 hours, 32 minutes each day with radio.
- Radio delivers the news first in the morning to over half (56%) of all adults.
- Radio is the first news source in normal listening periods for 50% of all adults.
- Car radios reach 7 of 10 adults in the course of a week.
- Radio reaches nearly all teenagers (12-17) during the course of a week.

Radio provides companionship.

To many listeners, radio is an electronic form of friendship. They *need* radio, and feel comfortable having it around. This does not mean, however, that they personally identify with a particular station. Statistics show that a listener identifies with radio first, a station second.

Listeners' reasons for listening to radio	Important		
	Important	Somewhat Important	Not Important
Keeps me company	77%	20%	3%
For entertainment	83%	14%	3%
My favorite songs	72%	12%	16%
News and Weather	40%	33%	27%
Favorite DJs	32%	28%	40%
Keeps me aware	61%	27%	13%
Background music	70%	22%	8%
Sports broadcasts	16%	14%	70%

Households by Age and Income, 1981*

Income Class	Total	To 25	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65+
Total Households (000s)	82,368	6,443	9,437	9,716	7,864	6,598	6,122	6,572	6,658	6,046	16,912
Percent Distribution of Households											
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Under \$5,000	11.7	15.2	7.8	6.2	5.6	6.2	5.2	7.1	8.8	12.8	25.8
5,000-9,999	15.8	21.8	12.6	10.6	9.3	8.0	9.1	10.4	11.3	16.5	30.4
10,000-14,999	14.9	22.1	17.8	14.4	12.4	10.8	10.5	11.3	12.2	15.5	17.4
15,000-19,999	13.3	17.5	18.7	16.7	13.5	11.7	11.3	10.5	12.3	13.5	9.5
20,000-24,999	12.2	11.6	16.6	15.6	15.7	14.2	12.6	11.5	11.7	11.1	6.1
25,000-29,999	9.4	5.9	11.4	13.3	12.3	13.1	11.0	10.7	10.3	8.7	3.5
30,000-34,999	7.1	3.2	7.4	9.4	10.0	9.7	9.6	9.4	9.2	6.0	2.4
35,000-39,999	4.8	1.2	3.5	5.2	7.5	7.6	7.8	7.9	6.3	4.4	1.4
40,000-49,999	5.5	1.0	3.0	4.8	7.4	9.5	11.6	10.0	8.7	5.1	1.5
50,000 & Over	5.3	0.5	1.2	3.8	6.3	9.2	11.3	11.2	9.2	6.4	2.0
Mean Income (\$)	21,063	14,227	19,284	22,101	25,174	27,099	28,561	27,804	25,464	21,346	12,628
Median Income (\$)	17,850	12,940	18,169	20,696	22,931	24,699	25,599	24,685	22,302	16,935	8,978
Per Capita Income (\$)	7,760	6,380	7,229	6,896	6,956	7,306	8,201	9,108	10,388	9,813	7,342

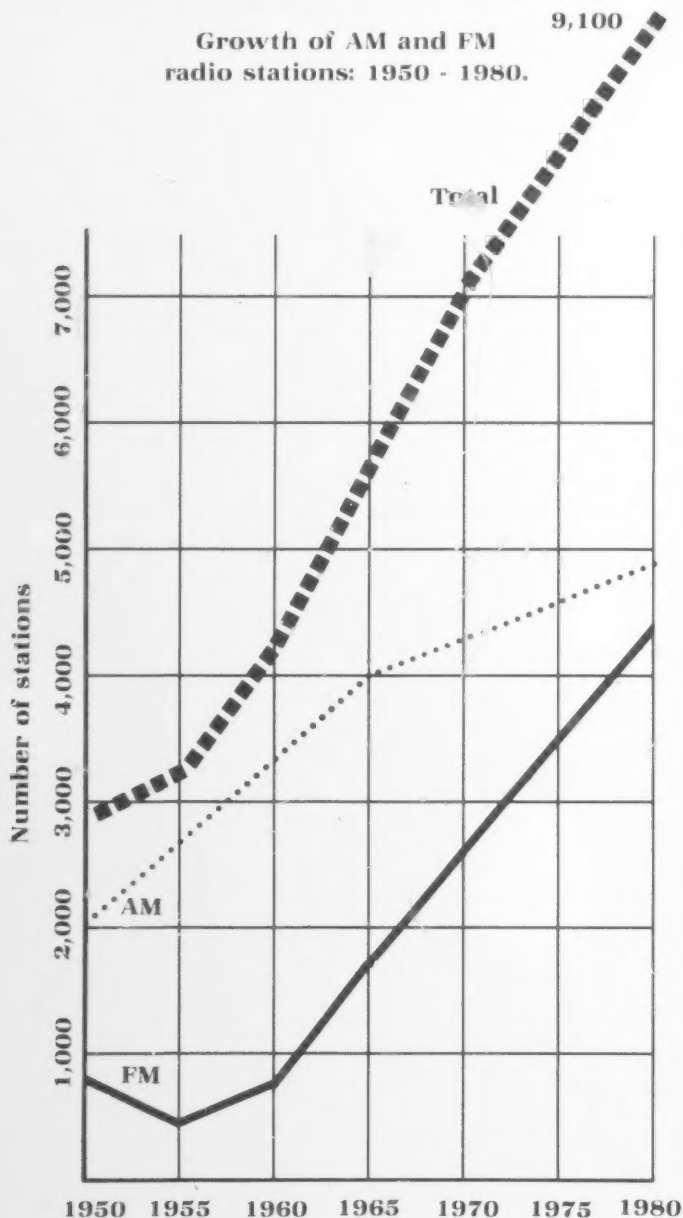
*Age of householder, income for 1980

Source: The Conference Board, based on the Census Bureau's Current Population Survey

Over 9,100 radio stations are on the air today.

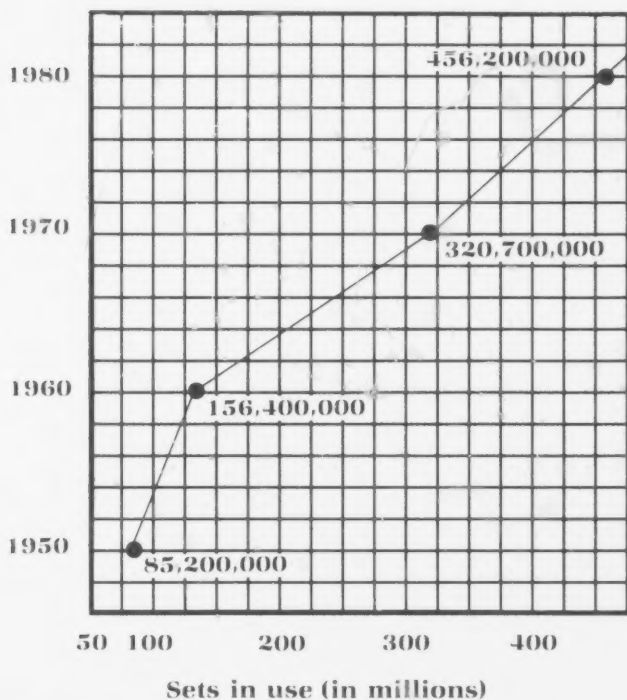
In the past 30 years, radio's popularity has continued, despite challenges from print and broadcast media.

**Growth of AM and FM
radio stations: 1950 - 1980.**



Radio sets in use demonstrate tremendous growth.

Over the last 30 years the number of radio sets in use has increased 328%.



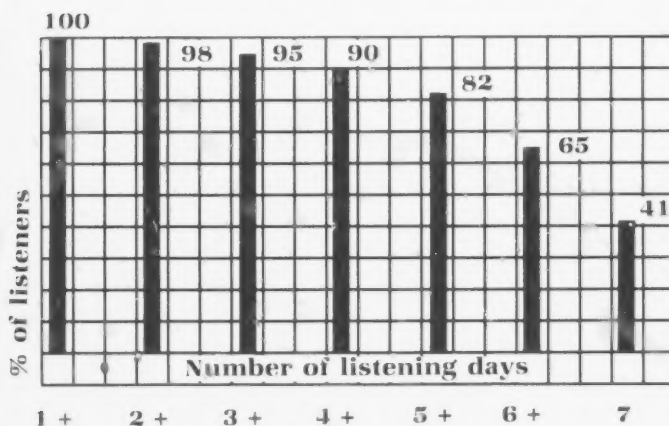
Radio set sales

	Home	Auto	Total
1950	9,218,000	4,740,000	13,958,000
1960	18,031,000	6,432,000	24,463,000
1970	34,049,000	10,378,000	44,427,000
1980	27,648,000	12,381,000	40,029,000

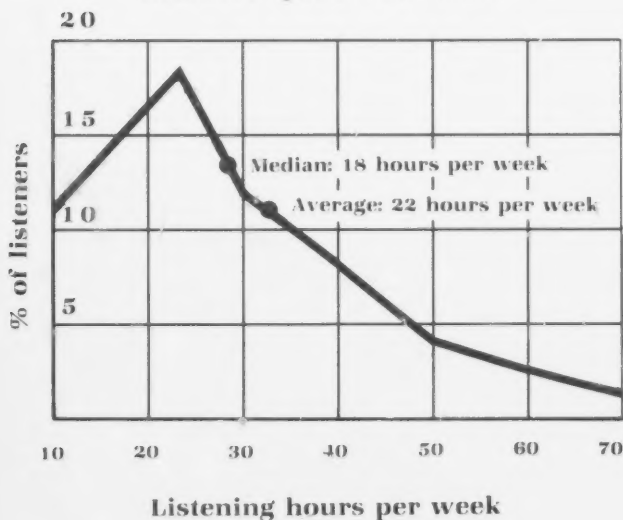
80% listen at least 5 days a week.

Recent surveys show that virtually everyone listens to the radio at least 1 day every week, and 4 out of 5 tune in 5 days a week.

Number of days per week
listeners spend with radio



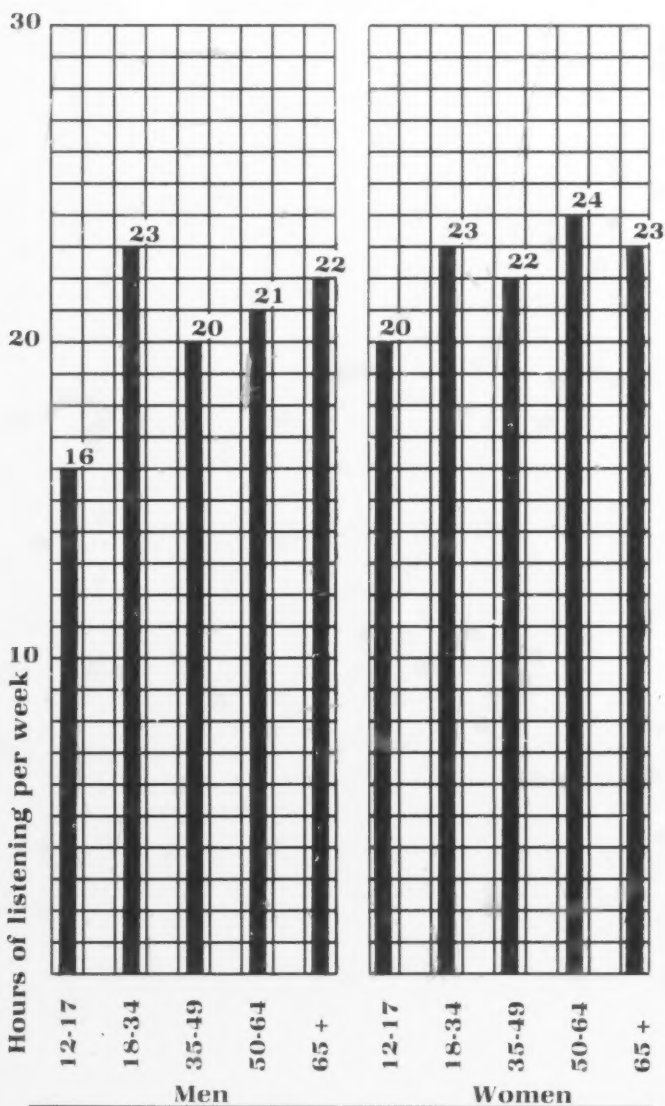
Number of hours each week
listeners spend with radio.



Radio has tremendous reach.

Almost everyone listens to radio. Over 95% of all people 12+ listen, spending an average of 22 hours *per week* with radio.

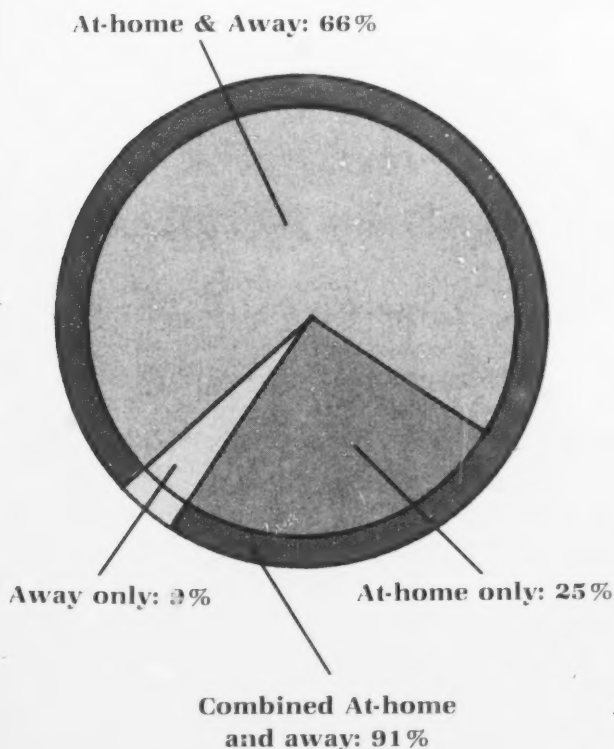
Average hours spent listening
to radio each week, broken down by
age and sex.



Radio is everywhere.

Listeners listen to radio wherever they go. At home, in the car, at work—even at the beach.

**At-home or away:
Where radio listening occurs.**



Radio is a portable medium. Clearly, the majority of all listeners (66%) take radio with them, while 1 out of 4 (25%) listen only inside their own homes. Combined, this total—those who listen only at home and those who listen at home and away—adds up to 91%.

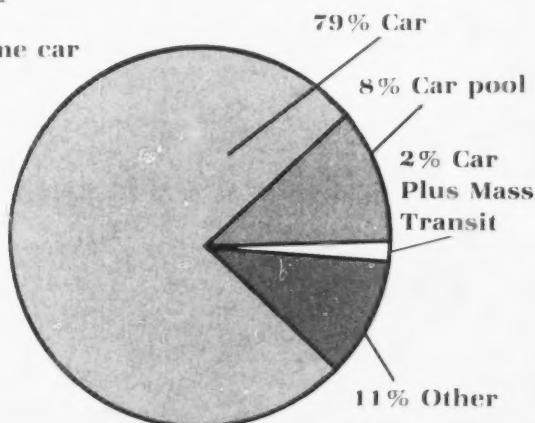
Car radios provide great reach.

Despite modern systems of mass transit, the car continues to be the major source of all travel—for commuters, shoppers, and people dining out. Over 90% of all adults 18+ have access to a "family car," and 95% of those cars are equipped with a radio.

How commuters get to work.

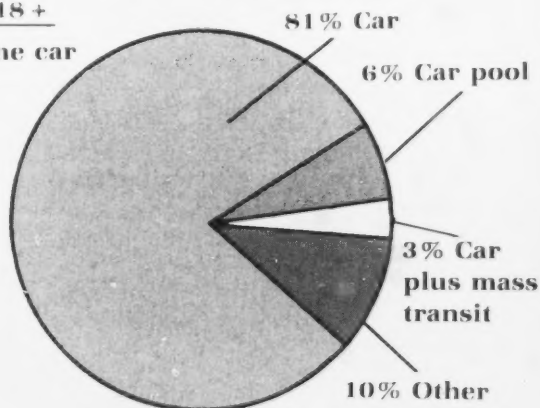
Men 18 +

89% Some car



Women 18 +

90% Some car

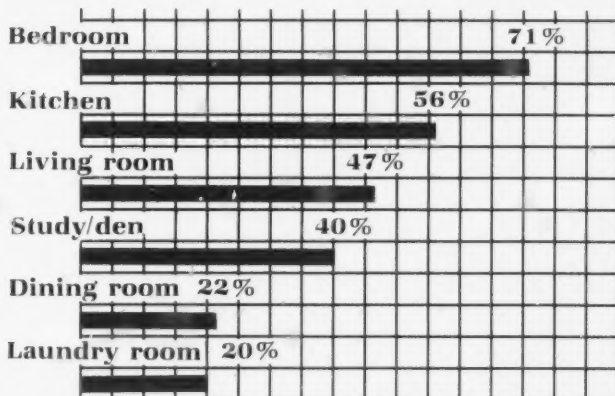


Statistics show that 85% of all commuting men, and 86% of all commuting women, listen to the radio every week while traveling to and from work.

Radio is all over the house.

Over 98% of all homes have at least one radio; the average number of working radios per home is 5.7 sets. Just under half (41.1%) of all households have 6 or more radios.

Where home radios are located



Radio reaches all lifestyles.

Radio is able to target all market segments. It is a flexible medium and can reach specific lifestyle groups important to advertisers.

Market segment

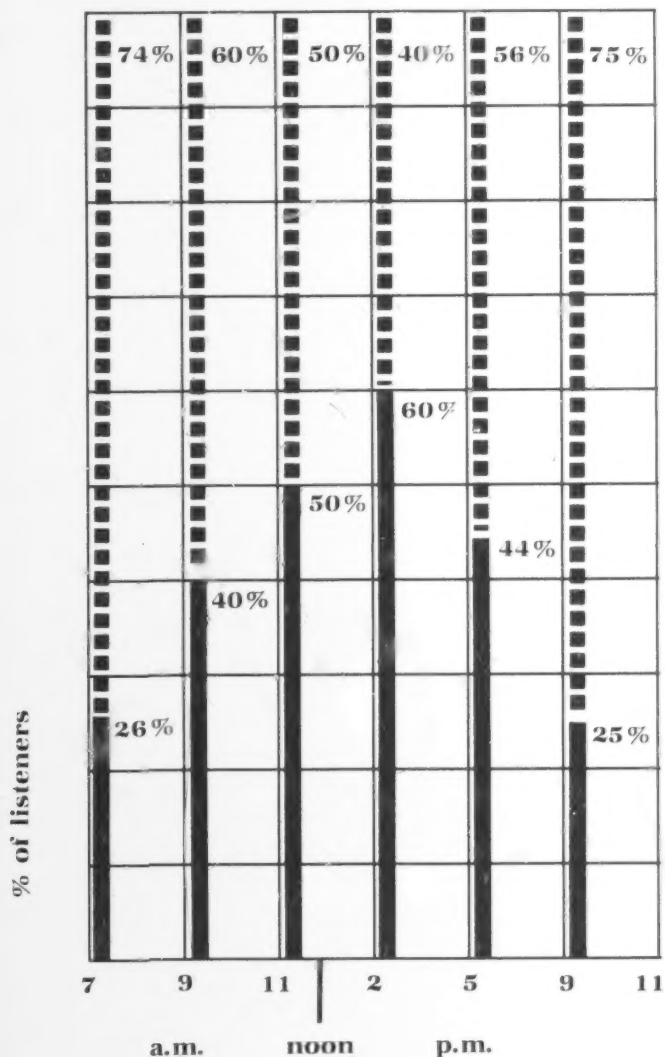
Market segment	Daily time spent listening
\$25,000 + income	3'10"
Suburban households	3'17"
Singles	4'20"
Non-home owners	3'23"
Engaged singles	4'53"
Urban households	3'17"
Brand-conscious consumers	3'14"
Impulse buyers	3'27"

Listenership split by daypart.

Almost 75% of all radio listeners tuned in at 7:00 a.m. are at home. By early afternoon, 60% are listening away from home.

At-home vs. Away:
By dayparts.

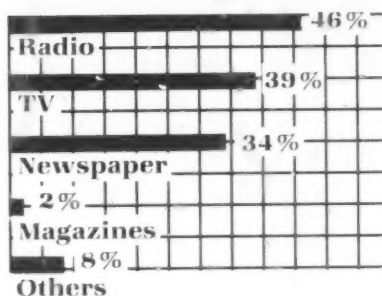
■■■■■ = At-home ■■■■■ = Away-from-home



Radio is Number One all day long.

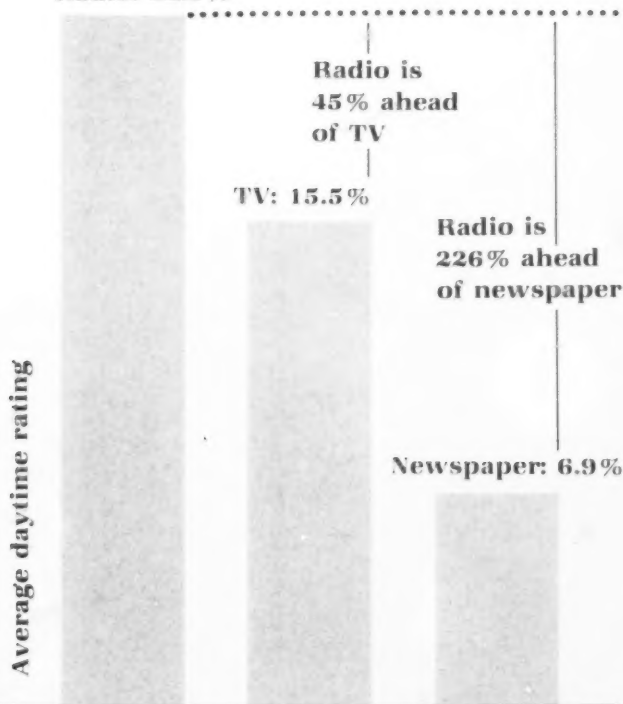
Radio listening tops TV and newspaper all day long: 45% ahead of television, 226% ahead of print. From early morning until after dinner, radio is the medium more Americans count on than any other.

Radio leads other media for source of news.



Adults 18 +

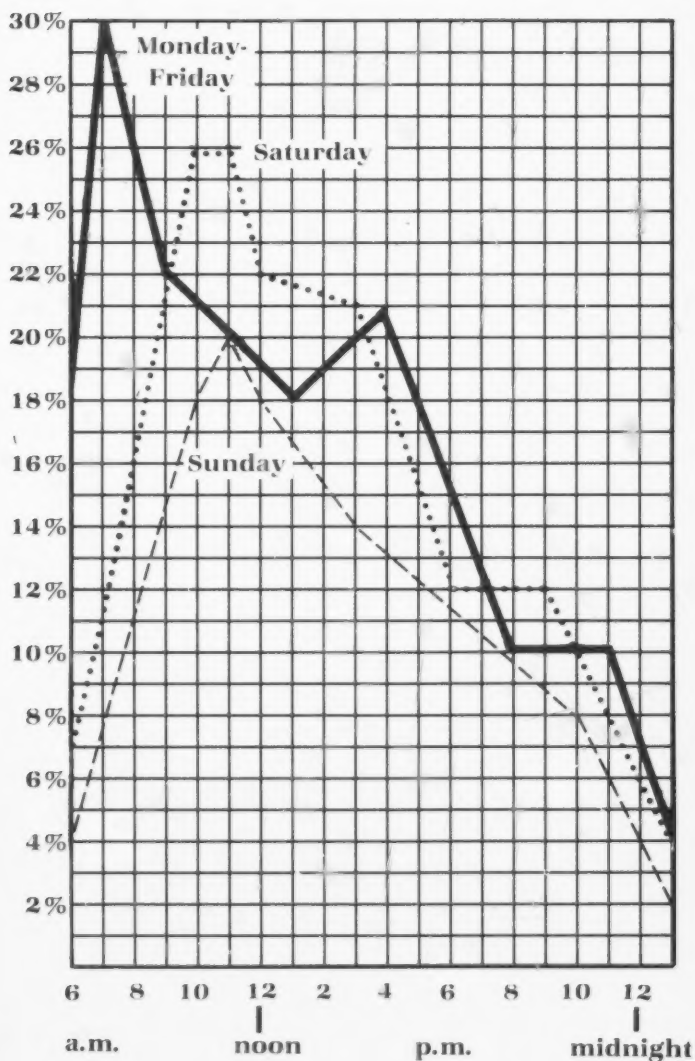
Radio: 22.5%



Any time is a good time on radio

Morning is the best time, but listeners are tuned in to radio every hour of the day.

Percent of listeners
tuned in to radio:

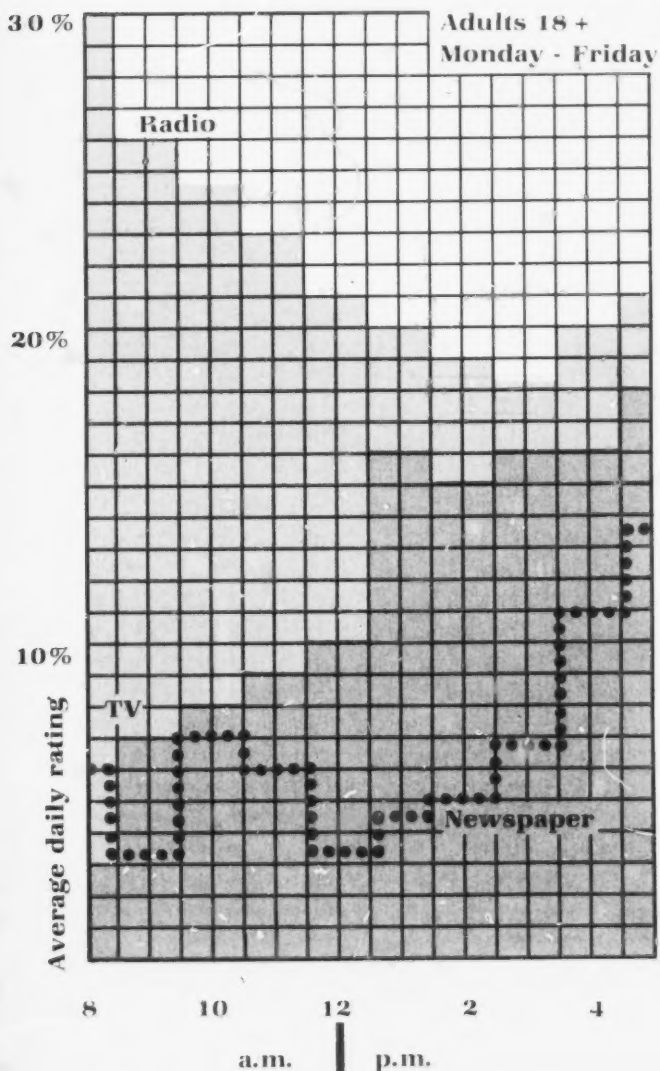


BEST AVAILABLE COPY

Radio is Number One mid-day.

Between the hours of 10:00 a.m. and 3:00 p.m., radio reaches more people 12+ than all other media—including TV and newspaper. Over 150 million people listen to radio mid-day over the course of a week.

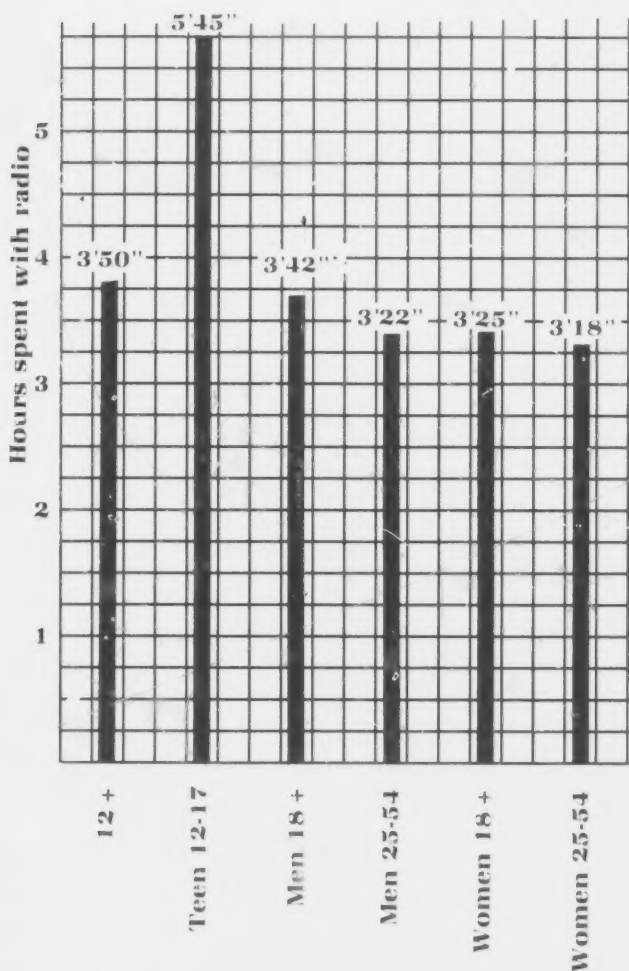
Radio leads TV
throughout the day.



Radio at night: Prime Time.

Approximately 7 out of 10 consumers are delivered by radio each week between 7:00 p.m. and 12:00 midnight, averaging 3 hours 50 minutes each week. This adds up to over 126 million listeners using radio during TV's prime time.

Weekly time spent listening
between 7:00 p.m. and 12:00 midnight.



Radio at the office: almost 60%.

Of those workers who have radio available to them on the job, 84% listen at least part of the day. On the average, these workers listen to radio almost four hours every day.

Availability of radio in the office.



Men 18 +

Women 18 +

Most of those who have radios at work listen to them.

	Listen To Radio	Time Spent Listening
Men 18 +	84%	3'48"
Women 18 +	83%	3'54"

Shoppers listening to radio just prior to purchase.

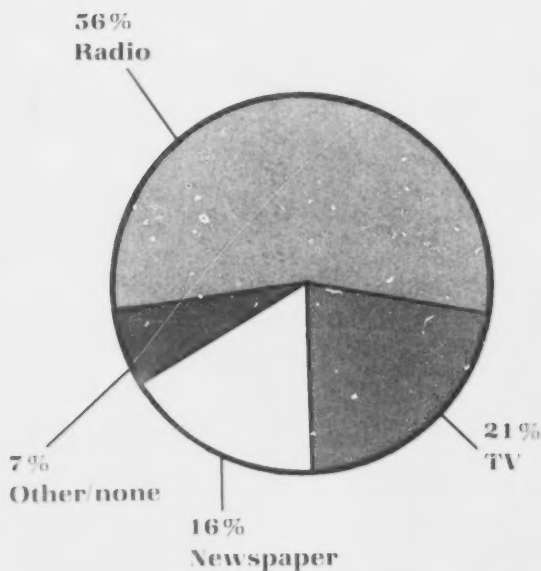
Adults 18 +	Using car (%)	Listening to car radio (%)
Grocery shopping:	90%	76%
Retail shopping:	90%	78%
Dining out:	88%	74%

Radio tells the news first.

People turn on the radio for their first news of the day, and rely on radio as a first-news source.

First source of daily news

6:00 a.m. - 10:00 a.m., persons 12 +.



Radio: First news source for target audiences 6:00-10:00 a.m.

	Radio	TV	News-paper	Other
Persons 12 +	56%	21%	16%	7%
College graduates	56%	15%	23%	6%
Full-time Working Women	68%	20%	8%	4%
Movie-goers	60%	18%	17%	5%
New product users	53%	25%	16%	6%

Radio is the reach medium of the eighties.

Adults in the most often requested buying demos are more likely to be heavy radio listeners than they are to be heavy newspaper readers or heavy television viewers.

Prime avail requests—first half/1982

18-34/18-24	12 %
18-49/18-44	18 %
25-54/25-49/25-44	40 %

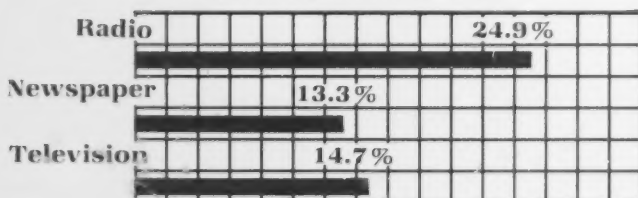
Adults 18-34

Of all adults 18-34, 16,256,000 (24.9%) are heavy radio listeners, and are 25% more likely than all adults 12+ to be heavy radio listeners (compared with 24% less likely to be heavy newspaper readers and 26% less likely to be heavy television viewers).

Number of adults 18-34



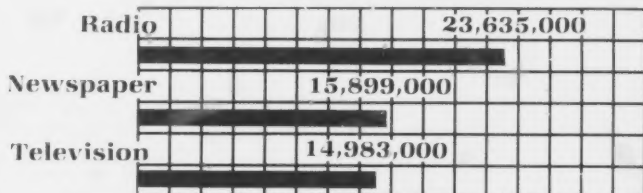
Percent of adults 18-34



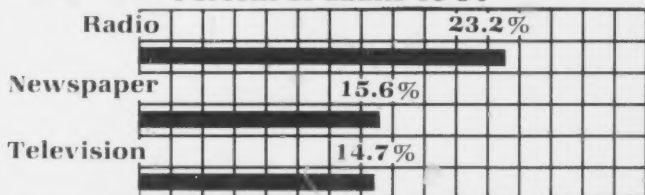
Adults 18-49

Of all adults 18-49, 23,635,000 (23.5%) are heavy radio listeners, and are 17% more likely than all adults 12+ to be heavy radio listeners (compared with 10% less likely to be heavy newspaper readers and 26% less likely to be heavy television viewers).

Number of adults 18-49



Percent of adults 18-49



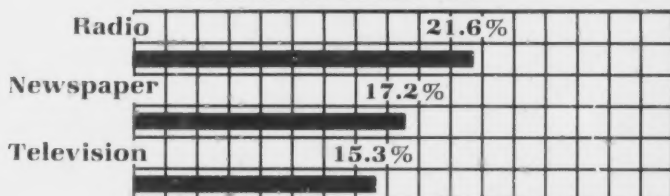
Adults 25-54

Of all adults 25-54, 18,357,000 are heavy radio listeners, and are 8% more likely than all adults 12+ to be heavy radio listeners (compared with 1% less likely to be heavy newspaper readers and 23% less likely to be heavy television viewers).

Number of adults 25-54



Percent of adults 25-54



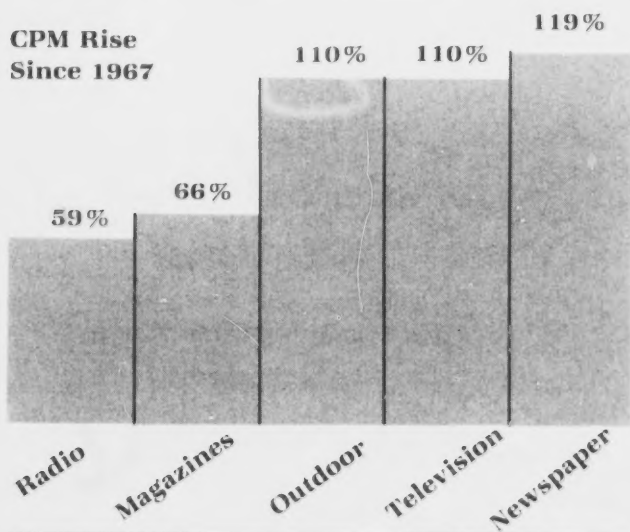
Radio's CPM up the least.

Radio's cost per thousand is increasing at a slower rate than every other medium's. This means radio is the best advertising buy around.

**Radio's cost per thousand
up the least.**

	Radio	Maga- zine	Out- door	TV	News- paper
1967	100	100	100	100	100
1970	101	106	117	104	115
1973	105	109	136	112	126
1976	120	125	161	148	169
1979	152	158	202	203	211
1982	159	166	210	210	219

**CPM Rise
Since 1967**



Radio beats newspaper in reach.

During the day, all week long, radio reaches more individuals than newspaper in practically every demographic group. More people get their news, sports, weather, entertainment, *and* advertising from radio than newspaper.

Average Daily Reach (%) (Monday-Friday)	Radio	Newspaper
Sex:		
Men	82	61
Women	81	57
Age		
18-24	89	48
25-34	86	56
35-44	83	64
45-54	82	67
55-64	77	65
Household Income		
\$25,000 +	86	72
\$20,000-24,000	87	69
\$15,000-19,999	84	64
\$10,000-14,999	82	56
\$ 5,000-9,999	79	50
Location		
Cities	82	61
Suburbs	84	62
Non-metro	78	53
Education		
College grad	87	75
Some college	88	66
High school	83	60
Some h. s.	79	50
Less	70	43

Consumers listen to radio closest to time of purchase.

The average person quickly forgets what he or she has seen or heard in the last 24 hours. Since advertising relies on the human memory to get its message across, a commercial should reach its target as close as possible to the time of purchase. Recent studies indicate that radio is the most effective medium for reaching consumers.

Time elapsing between use of media and largest daily purchase.

	Men 18 +	Women 18 +
Radio	1'54"	2'00"
TV	3'18"	3'30"
Newspaper	3'30"	3'54"
Magazines	3'54"	4'06"

Adults 18 + reached by media within an hour of largest purchase of the day (%).

	Men 18 +	Women 18 +
Radio	51%	52%
TV	19%	14%
Newspaper	12%	7%
Magazines	8%	4%

Over half of all adults 18+ listen to radio within an hour of making their largest purchase of the day. Obviously, radio is by far the best medium for reaching consumers during the day.

Radio targets lifestyles.

The flexibility of radio offers advertisers a great opportunity to reach specific lifestyle segments and consumer groups.

Time spent listening daily (lifestyle groups, by sex)

WOMEN 18 +

Average Weekday Time Spent

Grocery shoppers.....	3'05"
Dined out in past month.....	3'26"
Bought 5 pairs of panty hose in last month.....	3'39"
Bought 5 sweaters in last year.....	4'24"
Bought 3 skirts in last year.....	4'00"
Bought 5 pairs of shoes last year.....	4'10"
Use shampoo at home once a day.....	3'57"
Use creme rinse more than once a week.....	3'51"

Time spent listening daily (lifestyle groups, by sex)

MEN 18 +

Average Weekday Time Spent

Bought summer suits last year.....	3'09"
Bought 3 pairs of shoes last year.....	3'46"
Rented car in past 6 months.....	3'12"
Drink beer.....	3'27"
Dined out in past month.....	3'20"
Own securities.....	3'09"
Bought shock absorbers in past year...	3'42"
Bought 5 or more tires last year.....	3'37"

Radio: great for advertisers.

Over the past 20 years, total advertiser investment has risen over 600%. Today's total advertiser investment is over \$4 billion annually. 75% of this revenue is generated through local sales, while network sales have increased over 400%.

Locally, regionally, and nationally, advertisers are realizing the great potential of radio.

Radio's Advertising Revenues (Millions Of Dollars)

	Spot	Local	Network	Total
1981	\$841.7	\$3,007.0	\$198.9	\$4,047.6
1980	746.2	2,640.0	157.3	3,546.1
1979	637.3	2,396.6	138.5	3,172.4
1978	589.7	2,179.2	126.4	2,895.3
1977	521.3	1,873.1	118.1	2,512.5
1976	494.6	1,639.3	92.2	2,226.1
1975	416.3	1,403.3	72.7	1,892.3
1974	386.8	1,308.8	60.3	1,755.9
1973	382.3	1,205.4	59.4	1,647.1
1972	384.3	1,098.4	65.0	1,547.7
1971	378.0	954.6	55.1	1,387.7
1970	355.3	852.7	48.8	1,256.8
1969	349.6	799.9	50.9	1,200.4
1968	342.2	733.4	54.7	1,130.4
1967	298.3	641.2	58.2	997.6
1966	292.6	607.6	57.4	957.7
1965	261.3	553.0	54.3	868.7
1964	244.1	504.2	54.0	802.3
1963	231.0	465.0	51.5	747.6
1962	218.2	434.2	44.9	697.3
1961	205.6	397.7	47.7	651.0
1960	208.0	401.6	44.9	654.5

Radio Billings—1955-1980

Figures for 1955-1965 are net time sales by stations and networks. Figures for 1970-1980 represent total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies

and representatives, and payments for broadcast time and programs, materials, facilities, and services supplied by broadcast stations and networks in connection with the sale of time.

Year	National		Non-Network		Change	Local	Change	Total	Change
	Network	Change	Network	Non-Network					
1955	60,268,000	-23.6	120,393,000		+0.2	272,011,000	+9.9	456,481,000	+0.7
1960	35,026,000	-1.7	202,102,000		+7.4	385,346,000	+7.3	622,474,000	+6.8
1965	44,602,000	+1.9	247,942,000		+6.9	535,238,000	+9.7	827,782,000	+8.4
1970	48,800,000	-4.1	355,300,000		+1.6	852,700,000	+6.6	1,256,800,000	+4.7
1975	72,700,000	+20.6	416,300,000		+7.6	1,403,300,000	+7.2	1,892,300,000	+7.8
1980	157,302,000	+13.5	734,775,000		+15.2	2,616,132,000	+9.1	3,508,209,000	+10.5

Based on FCC data, as listed in *Broadcasting Yearbook*, 1982.

Radio listeners enjoy contests.

Contests are an important part of radio promotion. They encourage involvement on the part of "active" listeners, and can make a station fun to listen to for "passive" listeners. Many stations feel that the key to success is a successful promotion or a contest, and in some cases this may be true. However, statistics show that only 1 out of 10 listeners actively participates in a contest. In order to keep passive listeners satisfied, a contest should be exciting both for those who enter and for those who just listen.

Radio promotions listeners respond to

General trivia	27%
Music trivia	22%
Contests with "credit cards" ..	16%
Work-oriented contests	12%
"Take the 12th call" contests .	11%
Hidden clue contests	8%

A contest may not work if a contestant feels it is impossible to win. Active listeners want to feel a part of the station, and if failure is a big part of the contest, it will not promote this relationship. As a rule, big prizes work best when they are easy to win, and occur consistently.

Small prizes are effective.

Recent surveys show that smaller, more personalized prizes may actually be more effective than the "big ticket" items.

Favorite contest prizes

Record albums	24%
Dinner-for-two	22%
Movie and theatre passes	16%
Cash prizes (under \$100)	12%
Cash prizes (\$1000 or more) ...	8%
Vacations	6%
Cars	4%
T-shirts	4%

The heavy radio listener.

Radio listeners can typically be listed in three categories: light listeners, moderate listeners, and heavy listeners. Light listeners are those who spend 1 hour or less each day with radio; moderate listeners spend 1 to 3 hours each day with radio; and heavy listeners spend 3 hours or more each day with radio. More than one-third—37%—of all listeners are heavy radio listeners.

Consumers are inundated by dozens—even hundreds—of advertising messages every day, and studies show that most people quickly forget much of what they have seen or heard within the last 24 hours. Therefore, it is important that an advertisement reaches its target as close as possible to the time when that person makes a purchase. The heavy radio listener is thus a valuable target for advertisers, because statistics show that radio advertising consistently reaches its target closer to time-of-purchase than any other advertising medium (including television, newspaper, magazine, and outdoor).

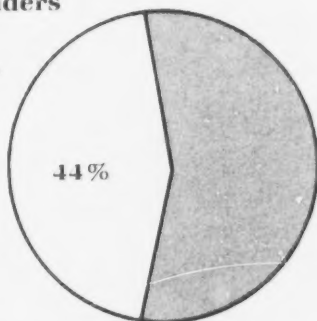
**Time spent with radio,
television, newspaper, and magazine
(combined)**

	Time Spent	Radio	Television	Newspaper	Magazine
24 hours	11:19	60%	29%	7%	4%
6:00 a.m.- midnight	10:50	60%	28%	8%	4%
6:00 a.m.- 6:00 p.m.	7:28	73%	15%	8%	4%
6:00 p.m.- midnight	3:22	30%	58%	8%	4%

The information on the next few pages indicates some buying habits of the heavy radio listener, and illustrates the importance of reaching them.

Whether the publication is *Glamour* or *Forbes*, *Life* or *Popular Science*, radio can deliver your target audience.

44% of all heavy magazine readers are heavy radio listeners.



Radio listening

Adults 18 +	100
Heavy Magazine Readers	116

• Adult contemporary	44.6%
• Album oriented rock	45.9%
• Beautiful music	46.8%
• Black contemporary	42.2%
• Classical	46.9%
• Country	39.8%
• Oldies	47.1%
• Middle of the Road	37.5%
• Soft rock	40.3%

Radio listeners buy records.

Statistics show that 23.9% of all adults who purchased 5 or more 33 rpm records in the last 12 months are heavy radio listeners (compared with 18.8% for newspaper and 14.3% for television).

**Percent of all adults
who purchased 5 + records**

18.8%

14.3%

Heavy radio	Heavy newspaper	Heavy television
------------------------	----------------------------	-----------------------------

This means 3,500,000 adults purchased 5 or more 33 rpm records in the last 12 months, and are heavy radio listeners (a 27% advantage over heavy newspaper readers and a 67% advantage over heavy television viewers).

Number of people buying 5 + records

Medium	Number of Stations
Radio	3,500,000
Newspaper	2,753,000
Television	2,100,000

What this all adds up to is that heavy radio listeners are 20% more likely than all adults to have purchased 5 or more 33 rpm records in the last 12 months (compared with only 8% more likely for newspaper and 28% *less* likely for television).

Index (all adults = 100)

Media	Number of People
Radio	120
Newspaper	108
Television	72

Statistics show that 22.4% of all adults who attended at least 1 movie in the last 30 days are heavy radio listeners (compared with 18.3% for newspaper and 15.6% for television).

Percent of all adults attending at least 1 movie

22.4%

18.3%

15.6%

Heavy radio

Heavy newspaper

Heavy television

If a movie advertiser wants to target the heavy-media moviegoer, radio is the way to go.

Medium	Number of people
Radio	11,358,000
Newspaper	9,298,000
Television	7,935,000

Well over 11,000,000 moviegoers are heavy radio listeners, the greatest of all media users.

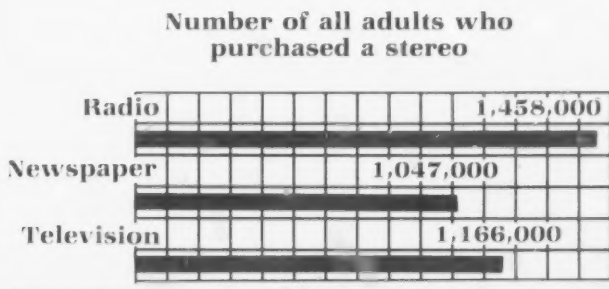
Media	Number of People
Radio	113
Newspaper	106
Television	79

Heavy radio listeners are 13% more likely than all adults to have attended at least 1 movie in the last 30 days (compared with only 6% more for newspapers and 21% less for television).

Radio listeners do it in stereo.

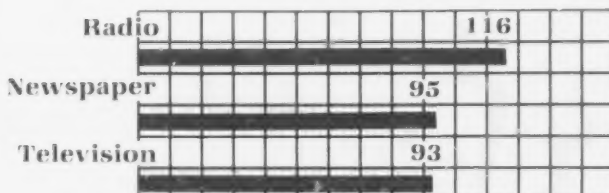
In the past 12 months, 23.1% of all adults who purchased a compact or console stereo were heavy radio listeners (compared with 16.6% for newspaper and 18.4% for television).

Percent of all adults	Bought a stereo in the last 12 months		
	Heavy radio	Heavy newspaper	Heavy television
	23.1%	16.6%	18.4%



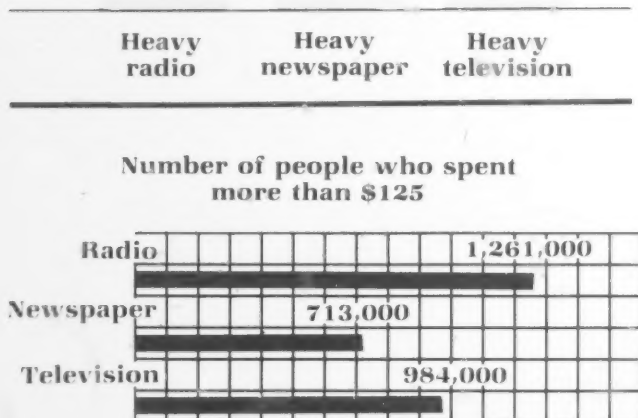
Heavy radio listeners are 16% more likely than all adults to have bought—or plan to buy—a compact or console stereo unit (compared with 5% less likely for newspaper and 7% less likely for television).

Index (all adults = 100)



Also, 24.5% of all adults who spent \$125 or more purchasing a compact or console stereo (1,261,000) can be classified as *heavy radio listeners*. Indicated by the index (all adults = 100), heavy radio listeners are 23% more likely than all adults to have spent \$125 or more on a new stereo (compared with 20% less likely for newspaper and 4% less likely for television).

Percent	24.5 %	Spent \$125 or more
		19.1 %
		13.9 %



Heavy radio listeners are 16% more likely than all adults to spend \$125 or more on a stereo (compared with 20% less likely for newspaper and 4% less likely for television).

Index (all adults = 100)



Radio listeners buy pre-recorded audio cassettes.

Statistics show that of all adults who purchased at least 1 pre-recorded cassette tape in the last 12 months, 23.9% were heavy radio listeners (compared with 17.7% for newspaper and 13.5% for television).

**Pre-recorded cassette tapes
purchased in last 12 months.**

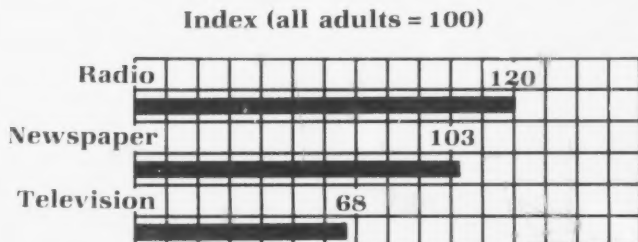
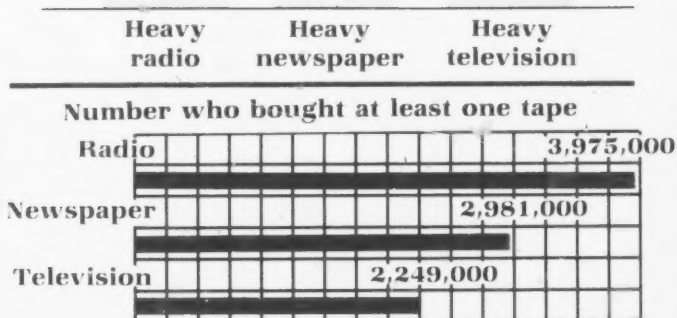
**Bought at least 1
tape in last 12 months.**

Percent

23.9%

17.7%

13.5%



Also, of all adults who purchased at least 7 pre-recorded cassette tapes in the last 12 months, 24.9% were heavy radio listeners. The index shows that heavy radio listeners were 25% more likely to purchase 7 or more pre-recorded cassettes than all adults (compared with 6% less likely for newspaper and 20% less likely for television).

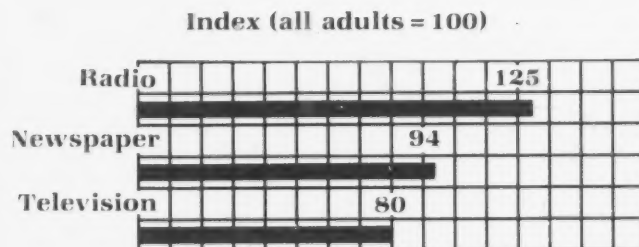
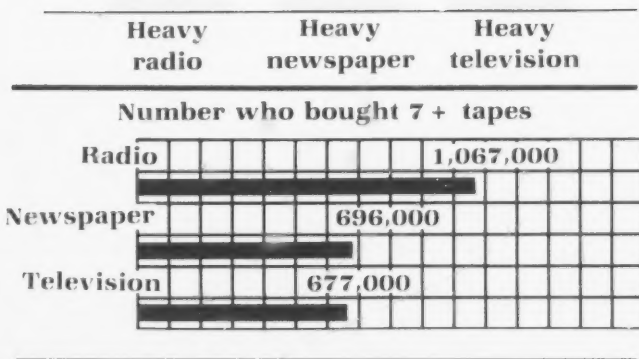
**Bought 7 or more tapes
in last 12 months**

Percent

24.9%

16.3%

15.8%



References

Page

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- 43** McGavren-Guild Avail Analysis, 1982.
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